

Fig. 1

301
 RETAIL STORE COMPUTER SYSTEM

Consumer Name	305
Consumer Address	310
Telephone Number	315
Email Address	320
Consumer ID (CID)	325
UPCs of Product Items Purchased	330
Date of Transaction	335
Price of Items Purchased	340
Credit Card Type	345
Credit Card Number	350
Credit Card Expiration Date	355
Frequent Shopper ID	360

Fig. 3

401
 INVITATION OFFER DATABASE RECORD

Magazine Name	410
Subscription Price	420
Offer Expiration Date	430
Cash Incentive	440
Unique Bar Code	450
Invitation Offer Terms	460
USED	470

Fig. 4

Internet 10

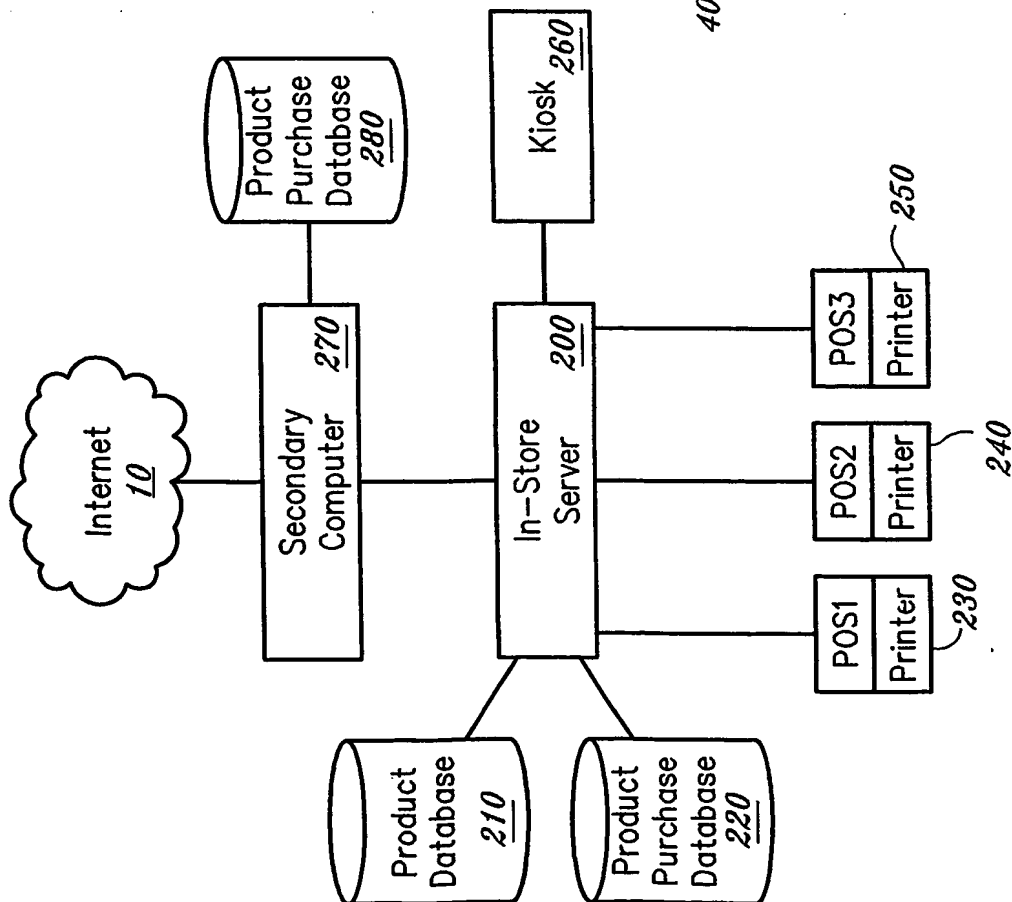


Fig. 2

OPTIONAL FIELDS FOR
 CONSUMER INVITATION RECORD

Magazine Name	510
Subscription Price	520
Invitation Expiration Date	530
Cash Incentive Amount	560
Subscription Term a	570a
Subscription term b	570b
	•
	•
	•
Subscription term n	570n

Fig. 5C

CONSUMER INVITATION RECORD

Magazine Name	510
Subscription Price	520
Invitation Expiration Date	530
Consumer ID (CID)	540
Unique Bar Code	550
Cash Incentive Amount	560
Subscription Term a	570a
Subscription term b	570b
	•
	•
	•
Subscription term n	570n
PROVIDED ?	580

Fig. 5A

NECESSARY FIELDS FOR
 CONSUMER INVITATION RECORD

Consumer ID (CID)	540
Unique Bar Code	550

Fig. 5B

CONSUMER CONFIRMATION RECORD

Consumer ID (CID)	610
Magazine Name	620
Subscription Price	630
Subscription Term	640
Confirmation Activation Expiration	650
Cash Incentive	660
Cash Incentive Expiration	670
Transaction Tracking Code	680

Fig. 6

601

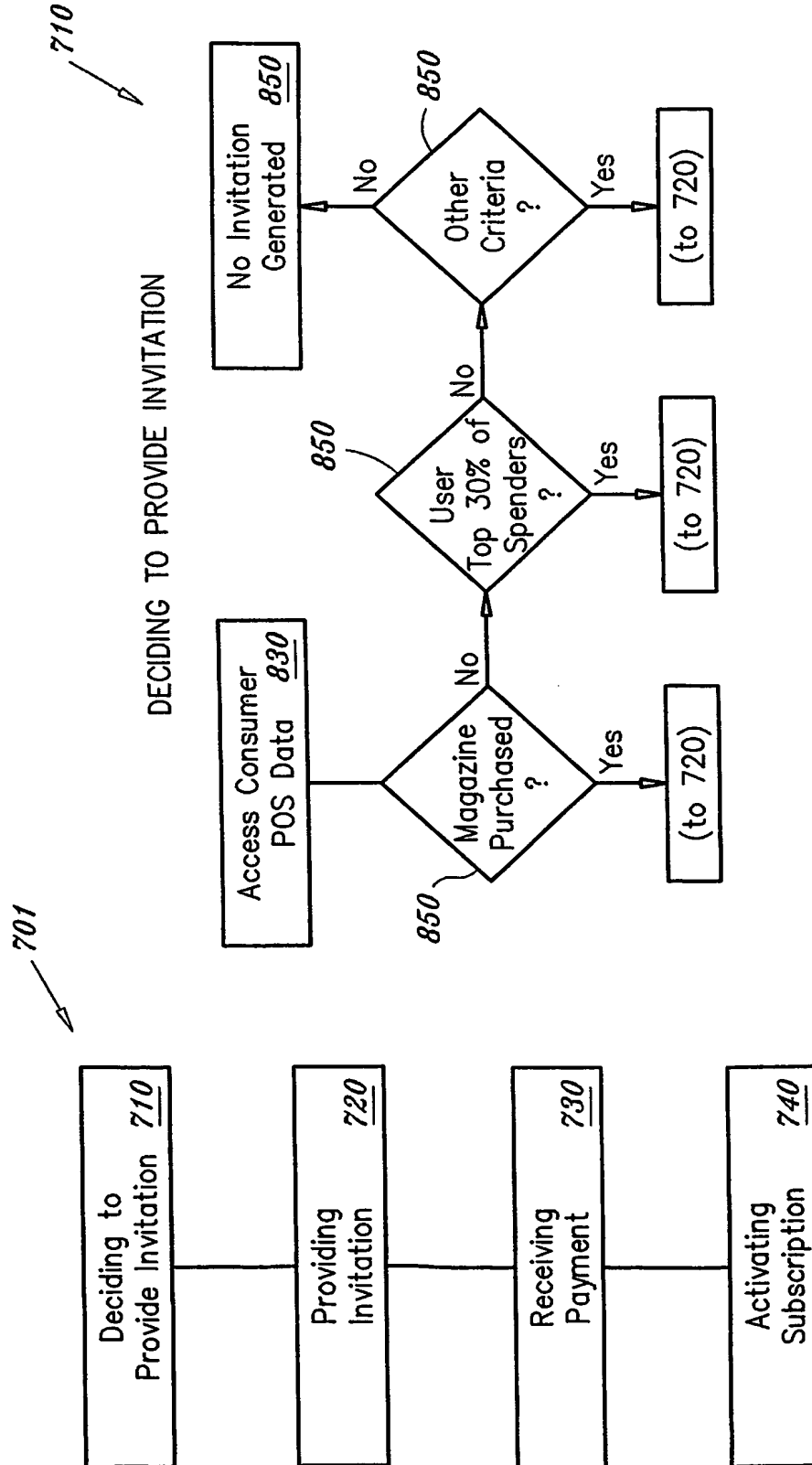


Fig. 8

Fig. 7

RECEIVING PAYMENT AND ACTIVATING SUBSCRIPTION

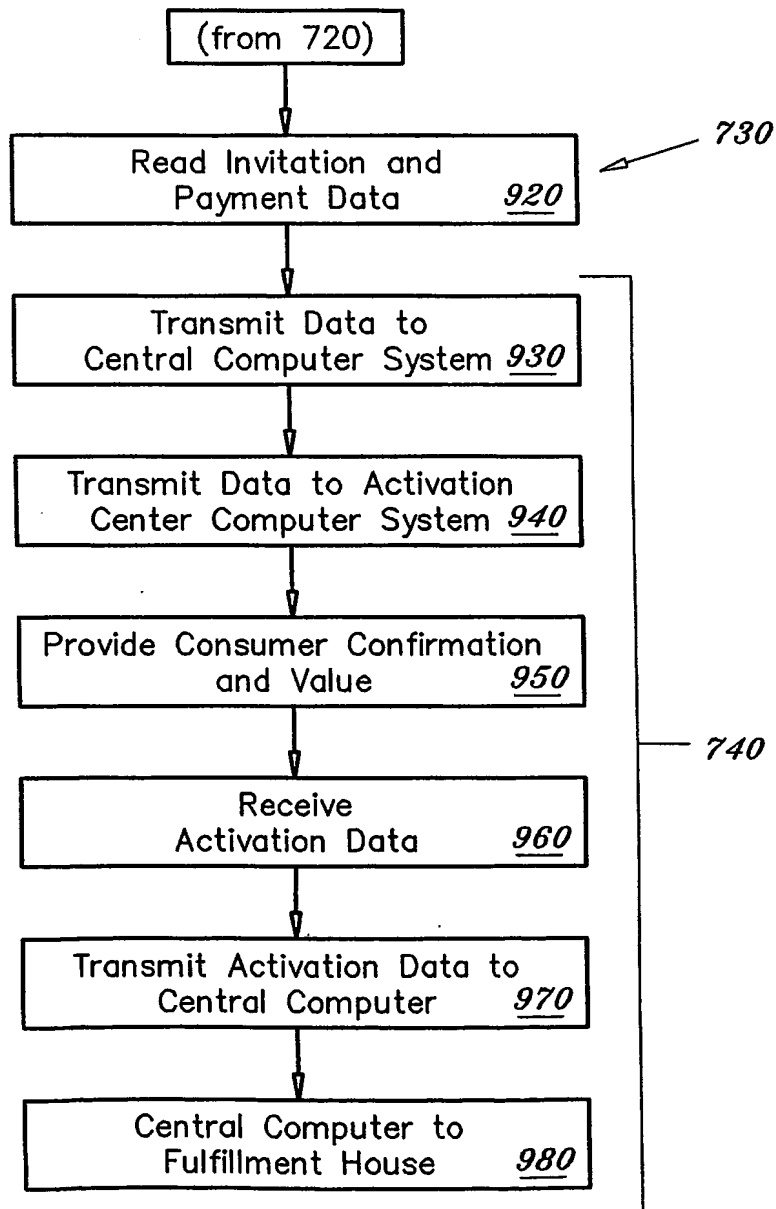


Fig. 9